

Trust and Buying Intent on Social Media Platforms in Vietnam

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ABSTRACT

Social networking platforms have been developing more and more features in connection and sharing between users, thereby speedily communication activities, promoting and trading goods and services. One of the social networks that has achieved outstanding growth in recent years is Tiktok Shop. Although users can shop easily on this application, they still have certain doubts, stemming from the risks encountered. Trust is considered an essential factor to reduce customer uncertainty and risk when shopping online. This article aims to examine the influence of perceived values on trust and online purchase intention of Vietnamese users on the Tiktok. With the research assumption that factors such as media richness, price fairness, convenience, and seller interaction have an impact on trust, and trust impacts purchase intention on the Tiktok, the study conducted a survey with 506 consumers in Hanoi with a questionnaire adapted from previous research. The results obtained demonstrate that most of these factors affect trust, and trust has a positive impact on users' purchasing intention. From there, the article recommends some management implications for businesses on social networks in general and Tiktok in particular.

Keywords: Social media network; Tiktok; Trust; Purchasing intention.

1. Introduction

Economic and commercial activities around the world are witnessing a strong transformation from both businesses and consumers. Along with the positive digital transformation process, commercial activities on e-commerce platforms and especially social networks are growing very quickly. With the characteristics of a young and developing economy, the Vietnamese market is receiving a lot of positive information from the growth of e-commerce activities with the strong performance of domestic sellers (Reputa, 2023). According to statistical data from the Ministry of Industry and Trade, the average growth of e-commerce business activities is at 16-30%/year, estimated to reach 20.5 billion USD in 2023 (Phuong Dung, 2024). It is expected that the scale of the domestic Internet economy will reach 49 billion USD, of which online retail sales of goods are estimated to reach 32 billion USD by 2025 (Reputa, 2023).

The conveniences of e-commerce have been clearly changing the behavior of Vietnamese consumers. In a survey conducted, 81% of participants said that they have formed the habit of daily online shopping, 59% of participants purchase at least once a week (Mai Hoang Thinh, 2023). Other market reports also show that more than half of the population will buy online in 2022, concentrated in three large markets: Hanoi, Ho Chi Minh City, and Da Nang (Phuong Dung, 2024). These figures show that domestic consumers have quickly adjusted their shopping behavior and flexibly switched between purchasing channels to ensure a suitable shopping experience. Shoppers are also gradually forming shopping skills and giving more accurate comments about products and services on forums and social networks, as well as making reasonable adjustments accordingly.

Social networking platforms have been developing more and more features in connection and sharing between users, thereby accelerating communication activities, promoting and trading goods and services. The richness of social network features has helped these platforms be seen as an effective tool in connecting with Vietnamese users, when there are up to 76.95 million users, with usage time accounting for up to 51 hours. % of time online (Do

Trang, 2023). On the seller side, 65% of businesses have built and deployed activities on social networks Zalo, Facebook, and Tiktok (VECOM, 2023).

One of the social networks that has achieved outstanding growth in recent years is Tiktok Shop. This social network has become the third largest retail e-commerce platform in Vietnam, after Shopee and Lazada, when it has great appeal to many domestic businesses and individuals. With the application installed on mobile phones, consumers can shop at any time by connecting with suppliers easily and quickly through Tiktok accounts. However, in many comments and shares, users still have certain doubts about the products and services sold on this platform. This comes from the risks users face which can come from poor product quality, unstable prices, counterfeit brands, and risks in payment and transactions. Therefore, to further increase purchasing activities on social networking platforms, it is necessary to ensure trust among users. Trust is considered an essential factor to reduce customer uncertainty and risk when shopping online (Burgess, 2003). Accordingly, the article was conducted to test the influence of perceived values on trust and online purchase intention of Vietnamese users on the social network Tiktok.

2. Theoretical framework

2.1. Trust in shopping on social networks

In the history of social development, trust is considered an important factor in promoting relationships and transactions (Zheng et al., 2017). Trust in a business refers to a customer's view of a business's capabilities (Morgan and Hunt, 1994), which in turn drives behavioral intentions (Gefen, 2002). In e-commerce, consumer distrust in products and businesses, trust develops the connection between customers and businesses and allows users to make careful decisions (Hashim and Tan, 2015). According to Irshad and colleagues (2020), customers will not intend to go further when they feel risks from the business or feel that the business is not trustworthy enough. Trust drives the bond between consumers and sellers, and affects other variables in commercial transactions (Hashim and Tan, 2015).

The development of social networks today has attracted the participation in promotion and sales of many businesses, including famous brands (Lee and Phang, 2015). With the characteristics of social networks, trust plays a preliminary role in experiences with products and corporate brands (Verma et al., 2016), when there are often a large number of other comments. among users about products and services provided from different sources (Nadeem et al., 2015). Trust allows to reduce feelings of anxiety and boost consumers' online purchase intentions (Wang et al., 2015). Consumers can develop beneficial behavioral intentions when their needs are met (Mikalef et al., 2017). However, when the trust factor is lacking, consumers will be less open to online shopping through social media channels. The socially mediated marketing environment is characterized by an element of uncertainty; that is why this study assumes that the link between consumer motivation and online purchase intention is mediated by trust in social retailers.

2.2. Media richness

Media richness is defined as the ability to convey messages that convey different amounts of content through media (Yen, 2020). Research results on the richness of social media have been shown in many fields such as marketing,

information systems, and e-commerce (Lee et al., 2009). Media richness is measured based on the number of cues, cues, immediacy of response, linguistic diversity, and personalization in the media (Daft and Wiginton, 1979). Forms of livestream, advertising and direct sales allow retailers to introduce and communicate products and services clearly, interactively and professionally on social networking platforms. At the same time, the appearance of influential figures, vivid and colorful images and videos have a strong impact on user perception, promoting the purchasing decision process. This gives users curiosity, interest and searches for product options that suit their needs (Burgess et al., 2011), thereby forming trust for users (Burgoon et al., 2002). Accordingly, there is an expectation that media richness has a positive influence on user trust, leading to the study's hypothesis:

H1. The richness of social media has a positive impact on customer trust when shopping on Tiktok.

2.3. Price fairness

According to Yen (2020), price fairness refers to the price of a product/service being reasonable and acceptable to users, when this is often the first factor considered when deciding to purchase. Price perceptions are positively related to the level of satisfaction in the purchasing experience as users often have negative feedback when the value of the goods/services received is not commensurate with the fee paid (Anderson and Simester, 2008). In the process of perceiving price fairness, consumers tend to rely on a number of reference points such as past prices, competitors' prices and cost of goods sold when inferring price fairness to compare prices. comparison (Bolton et al., 2003). Additionally, if customers encounter hidden fees during the process of purchasing services, it is also considered unfair pricing (Kaura et al., 2014). With the benefits of social networks, users can easily compare prices from many different sellers, thereby getting a feel for the price that is beneficial to them. By obtaining price reviews, users can form trust in sellers with reasonable prices (Xia et al., 2004). Accordingly, the research hypothesis is:

H2. Price fairness has a positive impact on customer trust when shopping on Tiktok.

2.4. Convenience

Convenience is one of the important factors motivating users to make online purchases (Lai and Chang, 2011). Shopping on social networks allows users to save time and costs thanks to the speed and ease of shopping (Seiders et al., 2000). In modern life, time is increasingly important to people, so using time appropriately is considered a wise way to spend today. The social network with regularly updated features has helped users conveniently access information, make payment transactions, and make purchases. Berkowitz and colleagues (1979) argue that there is a relationship between convenience and positive attitudes of shoppers in the process of purchasing goods and services. This shows that when customers experience the convenience of the purchasing process, they will feel satisfied with the seller, thereby increasing their trust in the business (Chen et al., 2011). It can be seen that the trust level of sellers will increase when they can provide customers with convenience in the buying process, without spending too much time and resources in searching for information and building options. suppliers (Lin, 2016). Thus, there is an expectation that convenience has a positive impact on users' trust in organizations providing goods and services. Accordingly, the research hypothesis is set out:

H3. Convenience has a positive impact on social network users' trust.

2.5. Seller interaction

Seller engagement refers to interactions that form during and after the social selling process. Sellers can use images of the business's staff or seek cooperative relationships with a number of influencers and consumer trend leaders (KOL/KOC) in the communication and advertising process. and sales. Increasing interactions can stimulate and promote emotions, interest, and trust in users. Sellers presenting more product information will help users perceive less risk throughout the purchasing process (Burgess, 2003).

Receiving positive interaction from the seller allows customers to perceive less potential risks, thereby increasing trust and forming a good feeling in users with the product brand and business. Accordingly, the fourth hypothesis of this study is as follows:

H4. Seller engagement has a positive impact on user trust.

2.6. Purchase intention

Purchase intention is an important factor in analyzing and predicting consumers' purchasing process (Jaafar et al., 2015). According to Dadwal (2019), purchase intention is the sum of perceptions, emotions, and behaviors toward accepting, purchasing, and using a specific product, service, idea, or behavior. Social network users' purchase intention is greatly influenced by comments and shares on these platforms (Khang and Ki, 2012).

The duration and frequency of users' use of social networks today has made them more interested in sharing opinions from other users, thereby directly affecting purchase intention (Muthiah and Kannan, 2015). This shows that purchase intention shows that consumers choose to buy products or services because of considerations or attitudes towards the product, and appreciate this product/service (Naseri, 2021). The user's online purchasing process begins with searching, exchanging and interacting with sellers (Pavlou, 2003). In this process, trust is mentioned as an important aspect.

A number of studies have shown a positive relationship between trust and shopping intention (Al-Nasser et al. 2014 (Al-Nasser et al., 2014), Bianchi & Andrews 2012, Thamizhvanan & Xavier 2013), while others argue that there is no relationship between these two concepts (Leerapongand and Mardjo 2013, Wu and Lee 2012). Therefore, the research hypothesis is set out as:

H5. Trust has a positive impact on purchase intention on Tiktok.

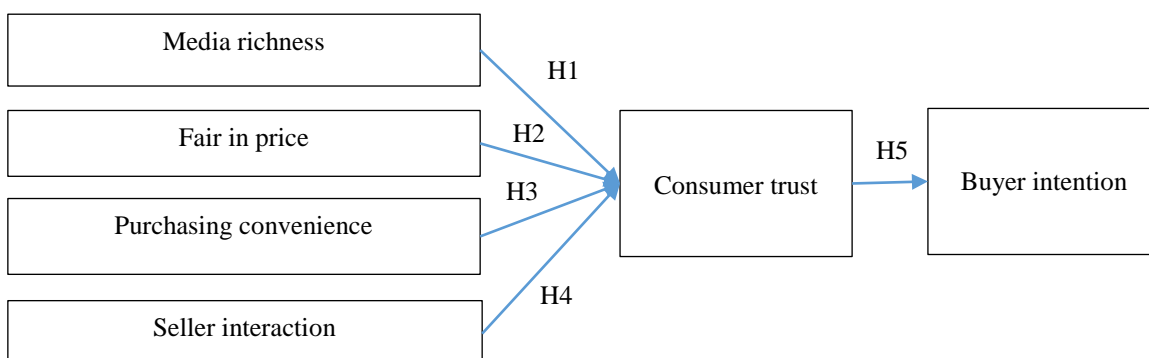


Figure 1. Research model and hypotheses

3. Research methods

3.1. Scale development

The measurement scales of the variables in the research model are inherited and adjusted with some changes from previous studies related to the research topic. The back translation method was used to ensure the reliability of the scale (Bulmer and Warwick, 1993); After that, the scales were consulted by 15 experts who are scientists in the field of e-commerce, sellers on e-commerce platforms (Shopee, Lazada, Tiktok, etc.) and some others. Individuals frequently make purchases on e-commerce platforms and social networks. Finally, the scales were adjusted to best suit the context in Vietnam. In particular, the "media richness" scale is referenced from Lai and Chang (2011), including 5 variables; The "price fairness" scale is referenced (Yen, 2020), which includes four items; The perceived convenience scale was modified from To et al. (2007) and included four items. The seller engagement scale was modified from Lee et al. (2009). The trust scale was modified from Gefen et al. (2003), consisting of five items. The purchase intention scale was modified from Chu and Lu (2007), including three items. All criteria are measured on a 5-point Likert scale, with (1) being strongly disagree, to (5) being strongly agree.

To increase the suitability and reliability of the scale, a preliminary study was conducted on a small sample, also receiving comments from a number of scientists in the field of e-commerce. From sincere comments, the scale has been adjusted to be most suitable.

Table 1. Measurement scale of research variables

Variable	Scale	Source
Media richness (MR)	PP1: Shopping on Tiktok helps me get information quickly.	Lai và Chang (2011)
	PP2: Shopping on Tiktok helps me get reliable information.	
	PP3: Shopping on Tiktok helps me get rich information.	
	PP4: Shopping on Tiktok provides a variety of information such as videos and images.	
	PP5: Shopping on Tiktok helps me choose information according to my needs.	
Fair in price (PF)	CB1: I paid a reasonable price for products purchased through Tiktok.	Yen (2020)
	CB2: I think the purchase price on Tiktok is reasonable.	
	CB3: I find the buying price on Tiktok at an acceptable level	
	CB4: I consider the purchase price for Tiktok to be ethical.	
Purchasing convenience (CO)	TL1: I buy things on Tiktok whenever I want.	To & ctg. (2007)
	TL2: I buy things on Tiktok without going out.	

TL3: Shopping on Tiktok fits my life.

TL4: Shopping on Tiktok is very convenient for me.

Seller interaction
(HI) TT1: The seller has provided complete and detailed instructions about the goods when shopping on Tiktok. Lee & ctg. (2009)

TT2: The seller provides additional product information about the ordering and purchasing process through the account on Tiktok.

TT3: The seller provides clear buying instructions in the purchase section on Tiktok

TT4: The seller encouraged me to buy on Tiktok.

Trust
(TR) NT1: Based on previous experience buying on Tiktok, I believe it is honest. Gefen & ctg. (2003)

NT2: Based on previous experience buying on Tiktok, I believe they keep their promises to customers.

NT3: Based on previous experience buying on Tiktok, I believe the seller is not an opportunist.

NT4: Based on previous experience buying on Tiktok, I believe the seller is trustworthy.

NT5: Dựa trên kinh nghiệm mua sắm trên Tiktok trước đây, tôi tin có khả năng hoàn thành giao dịch.

Ý định mua hàng
(INT) YĐ1: Khả năng tôi sẽ mua hàng trên Tiktok rất cao. Chu và Lu (2007)

YĐ2: Mức độ sẵn lòng mua hàng qua Tiktok của tôi rất cao.

YĐ3: Sắp tới tôi sẽ cân nhắc mua hàng trên Tiktok.

3.2. Research sample

The survey subjects were consumers in Hanoi city, this is a city with the highest level of economic development in the country, with a level of adaptability and modern shopping habits of the people. Therefore, the research sample was selected to ensure representation of domestic consumers. The survey was conducted from October 2023 to the end of December 2023. The research sample was selected based on random method. The survey form was sent in the form of a link to the user's message section in two forms of personal messages on Facebook and Tiktok personal accounts of the participants. From an initial sample of 500 people, the survey showed that 441 people had ever shopped on the social network Tiktok. The sample questionnaire was used for the investigation, and received positive and complete responses from 306 people, reaching a rate of 61.2%. This sample size complies with Hoyle's (1995) recommendation on the minimum sample size to ensure the reliability of analytical results. Statistical results of the study sample are shown in Table 2.

Table 2. Research sample statistics

No	Criteria	Frequency	Ratio
1	Sex	306	100
	male	132	43.1%
	Female	174	56.9%
2	Age	306	100
	16 - 20	98	32.0%
	21 - 35	115	37.6%
	36 – 45	68	22.2%
	> 45 age	25	8.2%
3	Monthly income	306	100
	< 10.000.000đ	58	19.0%
	from 10.000.000đ – 25.000.000đ	102	33.3%
	> 25.000.000đ – 50.000.000đ	84	27.5%
	> 50.000.000đ	62	20.3%
4	Education level	306	100
	< undergraduate	32	10.5%
	undergraduate	157	51.3%
	postgraduate	117	38.2%

As Table 2 shows, of the 306 respondents, 43.1% were male and 56.9% were female. This shows the current shopping trend on the Tiktok platform, women are still more active participants. Regarding age, the majority of people shopping on Tiktok are young, 35 years old or younger, accounting for 69.6%. Regarding income, 33.3% of respondents have income from 10 million to 25 million VND, followed by a group of people with income under 50 million/month. Most survey participants have university degrees or higher.

3.3. Data processing

To analyze the data, this study used partial least squares (PLS)-based SEM technique (Hair Jr et al., 2021). Accordingly, data will be analyzed in two stages: First, analysis of the measurement model is evaluated to consider the relationship between latent variables and determine the reliability of the scale and validity. as well as the differentiation of variables (Hair Jr et al., 2021). Second, analyze the structural model to examine the relationship between variables and test hypotheses in the research model.

4. Results

4.1. Evaluate the measurement model

Evaluating the measurement model is the basic process before testing the hypotheses in the proposed research model. Evaluating the measurement model according to PLS-SEM is carried out in the following steps: assessing reliability, convergent validity, and discriminant validity.

To test the reliability of the model, the indicators used include Cronbach's alpha coefficient and composite reliability (CR); Outer loadings and variance extracted (AVE) (Hair et al., 2019). After the first time running the external factor loading factor, the observed variable TR3 reached a value of = 0.601, 0.7 less than the recommended level of (Hair et al., 2019), so this observed variable was eliminated out of the research model. Results from Table 3 show that the external loading coefficients of the scales after the second run were all > 0.7 ; Cronbach alpha of the variables ranges from 0.725 - 0.898; The CR coefficient of the concepts in the model reaches a value in the range of 0.840 - 0.936, larger than the reference level of 0.7 of (Hair et al., 2019); The AVE values of the scales are all greater than the recommended level of 0.5 by Fornell and Larcker (1981) (in the range of 0.640 - 0.831). Thus, all scales ensure reliability and convergent validity.

Table 3. External factor loadings, Cronbach alpha, CR, and AVE

Variable	Coefficient (load factor)	Cronbach alpha	CR	AVE
Purchasing convenience		0.725	0.840	0.640
CO1	0.831			
CO2	0.876			
CO3	0.778			
Fair in price		0.874	0.914	0.726
FP1	0.839			
FP2	0.890			
FP3	0.843			
FP4	0.834			
Seller interaction		0.852	0.901	0.696
HI1	0.873			
HI2	0.880			
HI3	0.851			
HI4	0.723			
Buyer intention on Tiktok		0.898	0.936	0.831

INT1	0.910			
INT2	0.914			
INT3	0.911			
Media richness		0.883	0.914	0.680
MR1	0.788			
MR2	0.843			
MR3	0.854			
MR4	0.80			
MR5	0.838			
Trust		0.857	0.903	0.700
TR1	0.843			
TR2	0.867			
TR4	0.825			
TR5	0.811			

SOURCE: Processing results from SmartPLS 4.

To test the discriminant value of the variables in the research model, the HTMT index is used (Henseler et al., 2015). Accordingly, discriminant value is established between constructs when the HTMT index is lower than 0.9 (Henseler et al., 2015) or less than 0.85 as recommended by (Kline, 2015). Results from Table 4 show that the scales in the research model are all < 0.85 , thus ensuring discriminant validity.

Table 4. HTMT coefficient

	FP	MR	CO	HI	INT
FP					
TR	0.688				
MR	0.536				
CO	0.764	0.631			
HI	0.686	0.661	0.749		
INT	0.580	0.567	0.653	0.565	

LEGEND: FP: Perceived price fairness, TR: Trust, MR: Media richness, CO: Shopping convenience, HI: Seller interaction, INT: Purchase intention on Tiktok.

SOURCE: Processing results from SmartPLS 4.

4.2. Evaluate the structural model

Evaluation of the structural model was performed through the Bootstrap technique with a magnification factor of 5000 samples and a significance level of 5%. Steps to evaluate the structural model include: checking multicollinearity (VIF), coefficient of determination (R^2), and testing research hypotheses (Hair Jr & ctg., 2021).

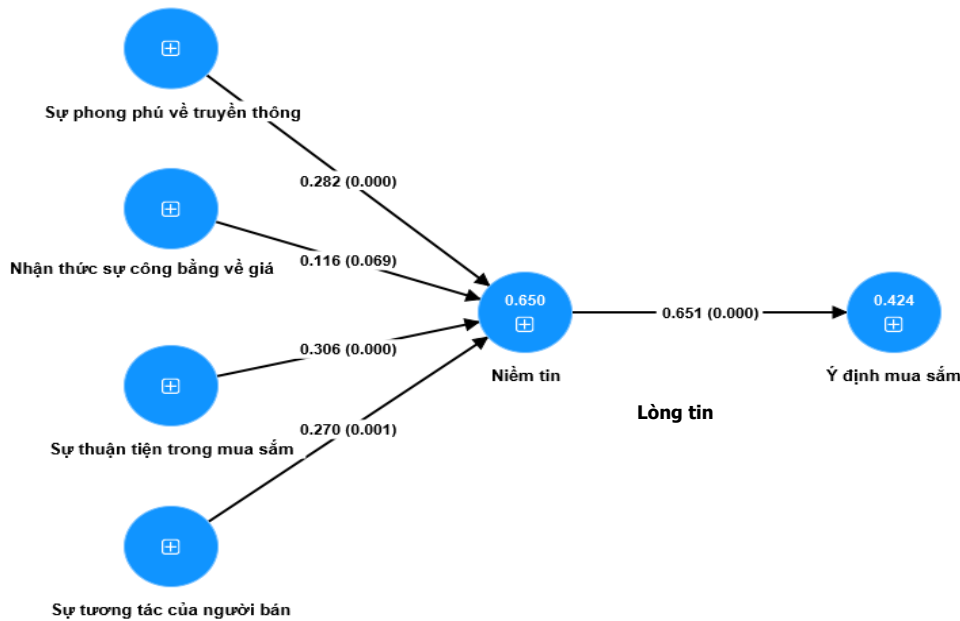


Figure 2. Results of structural model evaluation

SOURCE: Processing results from SmartPLS 4.

*Check multicollinearity and coefficient of determination of the model:

Results from Table 5 show that the VIF value of the scales in the model is in the range of 1,000 - 2,043, smaller than the level of 5 as proposed by Hair Jr & ctg. (2021), therefore the model does not suffer from multicollinearity.

Table 5. VIF coefficient and coefficient of determination of the model (R^2)

	FP	TR	MR	CO	HI	INT	Hệ số R^2	R^2 hiệu chỉnh
FP		1.849						
MR		1.625						
CO		1.963						
HI		2.043						
TR						1.000	0.650	0.641
INT							0.424	0.420

SOURCE: Processing results from SmartPLS 4.

The R^2 coefficient explains the amount of variance of the endogenous variable that is explained by the exogenous variable (Hair Jr & ctg., 2021). According to Cohen (1988), R^2 at a value above 0.4 is a strong effect, in the range

(0.25 - 0.4) is a medium effect, and less than 0.1 is a weak effect. Table 5 reports the adjusted R² coefficient of the variables trust (TR) and purchase intention (INT) reaching values of 0.641 and 0.420, respectively, corresponding to the high influence of four (04) independent variables (Media richness, perceived price fairness, shopping convenience, seller interaction) to the trust variable (explains 64.1% of the variation in the trust variable); At the same time, the trust variable explains 42.0% of the variation in the shopping intention variable on Tiktok.

*Testing research hypotheses

This study examines the relationship between the factors media richness, perceived price fairness, shopping convenience, seller interaction, trust, and online purchase intention. The results of testing the research hypotheses (Table 6) show that the factor of media richness has a positive influence on customer trust ($\beta = 0.282$; $P = 0.000$), therefore hypothesis H1 Accepted. However, hypothesis H2 about the positive impact of perceived price fairness on customer trust is not supported due to the P value = $0.069 > 0.05$ and the confidence interval value having the opposite sign. Hypothesis H3 about the relationship between shopping convenience and customer trust is confirmed in this study ($\beta = 0.306$; $P = 0.000$). In addition, hypothesis H4 about the predictive role of seller interaction on customer trust is accepted with $\beta = 0.270$ and P value = 0.001 . Finally, the hypothesis of a positive relationship between customers' trust and purchase intention on Tiktok is supported ($\beta = 0.651$; $P = 0.000$).

Table 6. Results of testing research hypotheses

Hypothesis	Hệ số đường dẫn (β)	Độ lệch chuẩn	Giá trị T	Giá trị P	Khoảng tin cậy (CI)		Kết quả
					LL	UL	
H1: MR -> TR	0.282	0.071	3.961	0.000	0.138	0.42	Chấp nhận
H2: FP -> TR	0.116	0.064	1.821	0.069	-0.017	0.236	Từ chối
H3: CO -> TR	0.306	0.073	4.212	0.000	0.154	0.44	Chấp nhận
H4: HI -> TR	0.270	0.084	3.199	0.001	0.114	0.441	Chấp nhận
H5: TR -> INT	0.651	0.078	8.352	0.000	0.466	0.772	Chấp nhận

SOURCE: Processing results from SmartPLS 4.

5. Discussion and recommendations

5.1. Discussion

The study identified several important findings. By assuming that perceived media richness, perceived price fairness, shopping convenience, and seller interaction affect trust, and trust directly affects to purchase intention. As the research team assumed, its data confirmed most of the assumptions. However, the influence of perceived price fairness on trust is not supported by research data. These assumptions are confirmed to be in agreement with a number of previous studies such as Martini et al. (2022), Fortuna (2022), Araujo et al. (2022), Zhang et al. (2023). The conclusions of the study show that the richness of communication, shopping convenience, and seller

interaction are important factors affecting consumer trust in the shopping process on social networking platform, specifically Tiktok. Perception of actual price fairness was not statistically significant in the study, suggesting no significant impact on user trust. This may be because in the current competitive context, almost all businesses and business organizations are gradually shifting from traditional business to combining e-commerce business. The products and services introduced have close and equal access to the prices shown on Tiktok. Accordingly, when comparing prices with each other, users may no longer notice the big difference between direct and online sales on social networks.

Among the factors that impact user trust on Tiktok, shopping convenience is the factor that has the most positive and significant impact on trust. This is because in recent years, domestic e-commerce has developed rapidly with increasing user participation. Therefore, during the shopping process, any user can use electronic devices to search for information, consult, and ask for opinions from the community, thereby comparing and evaluating products, services and suppliers. Through network-connected devices, users can participate in the purchasing process anytime, anywhere. Payment methods are also gradually improved to ensure service quality and security. In particular, currently, payment via e-wallet is gradually becoming a widely used payment method thanks to its benefits and convenience (Pham Thi Hoi, 2023). Accordingly, it is easier for them to form trust in their buying decisions.

Research has shown a clear influence of user trust on user purchase intention. When users are aware of the factors of convenience, media richness and seller interaction, they will tend to form trust, gradually eliminating doubts. With the current sales policies of social networking platforms in general and Tiktok in particular, users have more trust in product suppliers, and thereby, form purchasing intentions.

5.2. Recommendation

From a practical perspective, the results of the study suggest a number of implications for businesses doing business on social networks in general and Tiktok in particular. First of all, salespeople need to understand the factors that influence users' beliefs and purchasing intentions, as well as the ability for users to optimally consider these factors in their needs. Therefore, the article recommends that sellers need to prioritize building trust with users, thereby promoting purchase intention and purchasing decisions. Businesses providing products need to provide more complete and clear product parameters during the product communication process, so that users can analyze and evaluate the received values. Previously, price was the first factor considered when deciding to purchase, but now comments and shares from the user community are more meaningful in forming trust in users. Nearly 100% of users will read review comments before deciding to buy a product, of which more than 60% always read review comments (Mai Hoang Thinh, 2023).

Sellers need to optimize performance in video content, as well as purchase operations in Tiktok accounts. This brings an easier and more convenient experience for users in the process of tracking and evaluating products and services. Tiktok's current feature allows sellers to easily connect other information channels with the seller's Tiktok account, such as Facebook, Instagram or Zalo. Accordingly, users can access many different seller accounts to find more useful information from other users' comments and shares. Therefore, sellers need to optimize this feature on their accounts, as well as create uniform content and messages across platforms.

To further optimize the richness of communication, sellers need to build content specific to the Tiktok platform. Brands that create distinctive videos are confirmed to achieve high efficiency in marketing communications, increasing user interaction (3.3 times) (TikTok, 2023). Therefore, sellers need to optimally use Tiktok's unique styles such as camera angles, creative tools (duet, green screen, text), to create a natural and seamless look on the platform. Tiktok's "trends" also need to be noticed and exploited effectively by businesses. When up to 77% of users feel excited when brands apply trends, memes or challenges (TikTok, 2023). This requires businesses to search for trends (hashtags, trends), analyze the brand/product's relevance to the trend, and build a video according to a three-part structure (bait, content). Businesses also need to pay special attention to video editing techniques to increase users' interest, attention and memory for their products, services and brands. The techniques considered relate to aspects such as music, transitions, motion effects, text, emojis, branding elements. In addition, businesses can also consult and cooperate with accounts that influence consumer trends on Tiktok.

Businesses selling on Tiktok can increase their interaction with users thanks to research and tracking the time that users are active on TikTok. This ensures media content can reach users as soon as possible. At the same time, sellers need to interact more with the TikTok community by participating in relevant challenges and hashtags. Commenting, following, and interacting with other accounts can also help build relationships and create camaraderie. Businesses need to monitor and respond to comments on videos on personal accounts to create a positive connection and interaction with viewers.

5.3. Limitations and suggestions for future research

The results achieved in the study have shown certain successes, but there are still some limitations. First, the research sample was taken through an online survey via a link, so some participants' responses may have certain deviations from their practices due to possible distractions in the process of reading and answering questions. Second, the study's proposed model does not include all perceived values that can impact Tiktok users' trust. The authors tried to focus on analyzing the main components of purchasing activities on Tiktok based on previous studies. Therefore, future research can further expand other factors that influence trust in influencing purchase intention on Tiktok.

Declarations

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Competing Interests Statement

The authors declare no competing financial, professional, or personal interests.

Consent for publication

The authors declare that they consented to the publication of this study.

Authors' contributions

Both the authors took part in literature review, analysis and manuscript writing equally.

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